

## Communications Working Group

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### **Audience**

1. Agency (internal)
2. “General” public
  - a. Age
  - b. Residence (rural vs. urban)
  - c. Public lands
  - d. Master gardeners – encourage focus on natives too

### **Topic/Application**

1. Native plants in general
2. Yards/Parks
3. Larger restoration
4. Private/Public

### **Methods**

1. Workshops
2. Demonstration Projects
  - a. Mill Creek
  - b. Price River
  - c. ARD Landscape
  - d. Civic and Admin Buildings
3. Articles & Publications
  - a. Earth Notes (Radio)
4. Social Media
5. Public Affairs Officers
6. Networking with other related interest groups
  - a. INPGA
  - b. NWTF
  - c. Tamarisk Coalition
  - d. Native Plant groups
  - e. River Groups

## **What Messages?**

1. Restoration Processes + Time Frames + Costs
2. Plant Materials
  - a. Native or not?
  - b. Locally adapted?
  - c. Timeline for production/availability
  - d. Costs – why is it important to spend more to do it right
  - e. Clarify seed zones etc.
  - f. Research results

## **How to Do It?**

1. Encourage/Facilitate Demonstration Projects in all states
2. How to start/implement a demo project
3. Build Partnerships
  - a. E.g. regional tamarisks groups and use these groups to get the word out of tow work together on demo projects
4. Web links from other groups' sites to CPNPP
5. Identify steps/Methods – What to do
  - a. Facebook page? Websites?
  - b. Demo projects
  - c. Articles/press releases
  - d. Workshops?
  - e. Web links?
  - f. Back links?
  - g. Animated movies... something like ANTS catlled "Ricey the Ricegrass" (Mascot)
6. Identify who should/can do it
  - a. Weed companies
  - b. NGOs?
  - c. Government Agencies
  - d. Others?
  - e. Is there any public figure/celebrity who might act as a spokesperson? Laura Bush?